

PROJECT INFORMATION FORM

Organization Name City of Napa Public Works Department	
Contact Person Kevin Miller	Telephone Number (707) 257-9667
Title Materials Diversion Administrator (Recycling Manager)	Email Address kmiller@cityofnapa.org
Project Type	
<input type="checkbox"/> <i>Schools</i> <input type="checkbox"/> <i>Large Venue</i> <input checked="" type="checkbox"/> <i>Multi-family Dwellings</i>	
<input type="checkbox"/> <i>Businesses</i> <input type="checkbox"/> <i>Bar & Restaurant</i> <input type="checkbox"/> <i>Fitness Facilities</i>	
<input type="checkbox"/> <i>Entertainment/Hospitality Venue</i> <input type="checkbox"/> <i>Other</i> _____	

Project Description

Project Description.

This project developed recycling collection programs for multi-family complexes over 10+ units in size. The project includes the purchase of 96-gallon rolling recycler carts (toters) and apartment recyclers, educational materials, a part-time recycling staff person and English and Spanish color graphic labels. Waste audits and monitoring are also important components of the program.

A total of 3,272 individual apartment units participated in this project. Each participating complex received a new 96-gallon rolling recycling cart (toter) and each tenant received an apartment recycler. The toters are blue with a color label, in English and Spanish, and include photos of materials to be recycled in the toters. The individual apartment recyclers are also blue with an English and Spanish color label affixed to the front and include an instruction pamphlet inside. The apartment recyclers are similar to a basket with a handle and are about half the size of the traditional curbside recycling bins used by single-family homes in Napa. These special bins fit easily under a sink or an apartment kitchen. The apartment recyclers are used to transport recyclables to the larger recycling toters for collection.

To entice apartment participation, cash incentives are awarded to participating complexes. To determine the winning complexes, the city conducts a series of random "waste audits" at each participating complex. The audits consist of one site visit to each complex and a visual estimate of: 1) the amount of recyclable material in the trash bin(s), and 2) the amount of non-recyclable trash in the recycling toter(s). The random waste audits are conducted every three months, over the course of one year. The apartment complex with the least amount of recyclables in trash bins and the lowest level of contamination in the recycling toter wins a one-time monetary award. There are two categories of awards distributed: complexes with 10-50 units receive a one-time \$1,000 credit towards their garbage bill and complexes over 50 units are awarded a one-time \$1,500 credit towards their garbage bill. The four medium and four large cash awards resulted in incentive payments to participating apartment complexes totaling \$10,000 over the duration of the grant term.

Project Goal(s)

Provide recycling collection opportunities to multi-family residents.

Project Location

City of Napa

Collection of CRV Material

The city of Napa's Public Works Department provides recycling collection services on a weekly basis.

Problems/Solutions

- Some problems pertaining to fieldwork include: some managers were not receptive to the program, managers were hard to contact and personnel turnover. Providing individual hands-on training to each apartment manager corrected these problems. It also provided the managers with more information about the project and fostered working relationships between each apartment manager and the Public Works Department Recycling Assistant.
- The biggest problem was the turnover of tenants. Tenants would move out of the complex and take the apartment recycler with them. Some complexes resolved this problem by: 1) including the recycling program as part of their lease, 2) having their prospective tenants sign an agreement to recycle in the complex, or 3) requiring new tenants to pay a small deposit for the apartment recyclers.
- Space proved to be a problem as well. Many of the spaces were only set up for two two-yard bins, leaving no room for toters. Older complexes did not have enclosed areas for garbage or recycling. These problems were resolved by placing the toters in available parking stalls.
- There was a labeling problem on toters due to height differences. When lids were opened, the label was not visible which caused some confusion as to what should be placed in the toter. This problem was resolved by adding additional labels to the sides of the toters.
- Language barriers were another problem. This was resolved by adding bilingual labels (Spanish and English) to both the toters and apartment recyclers. Bilingual brochures were also provided to each tenant to educate the tenants about the recycling program and what material should be placed in the toters.
- Pro-tainers for this project were expensive and were not able to be used as anticipated. When attempting to deliver the Pro-tainers, there was less need for them than originally projected (all but two Pro-tainers were placed in apartment complexes. The city has identified two possible locations to place the remaining two Pro-tainers).

Keys to success:

- Include bilingual labels and pictures on toters and apartment recyclers.
- It is important to place labels on all sides and the top of toters. Apartment recyclers should have a label in the front of the bin.
- Hands on participation and follow-up.
- Contact on-site manager, property manager and property owner (all three or combination) and get them involved.
- Provide cash awards.

For future sustainability of the program, the City of Napa recommends including salary for a part-time employee and sufficient funds for replacement of equipment to your budget each year.

Promotional/Educational Components

A bilingual educational brochure was developed and handed out to each tenant and manager. Bilingual In-mold graphics were designed for the toters.

Project Timeframe

Project Term: May 1, 2001 – October 31, 2002

Description of Activity	Date
<ul style="list-style-type: none"> ◆ Meet with site managers to finalize participating complexes, bin locations and program cash incentives ◆ Develop artwork for bilingual labels & educational materials ◆ Hire recycling assistant ◆ Order toters and recyclers 	May 2001
<ul style="list-style-type: none"> ◆ Establish baseline information ◆ Print bilingual educational materials 	June 2001
<ul style="list-style-type: none"> ◆ Develop press release(s) for local newspapers to announce apartment complex recycling program award winners ◆ Distribute educational flyers to residents and conduct extensive outreach ◆ Label and distribute toters and recyclers 	July 2001
<ul style="list-style-type: none"> ◆ Begin collection 	August 2001
<ul style="list-style-type: none"> ◆ Conduct a series of random waste audits for each participating apartment complexes 	September 2001
<ul style="list-style-type: none"> ◆ Conduct program analysis from random waste audits performed from each participating apartment complex to determine award winner ◆ Distribute first quarter awards 	October 2001
<ul style="list-style-type: none"> ◆ Conduct a series of random waste audits for each participating apartment complex 	December 2001
<ul style="list-style-type: none"> ◆ Distribute second quarter awards 	January 2002
<ul style="list-style-type: none"> ◆ Review equipment needs at all complex sites 	March 2002
<ul style="list-style-type: none"> ◆ Conduct a series of random waste audits for each participating apartment complex 	April 2002
<ul style="list-style-type: none"> ◆ Conduct program analysis from random waste audits performed at each participating apartment complex to determine award winner ◆ Distribute third quarter awards 	May 2002
<ul style="list-style-type: none"> ◆ Meet with new complex developers to determine bin requirements (to be placed when construction is complete) 	June 2002

♦ Conduct a series of random waste audits for each participating apartment complex	August 2002
♦ Conduct program analysis from random waste audits performed from each participating apartment complex to determine award winner	September 2002
♦ Distribute fourth quarter awards	
♦ Final meeting with site managers to evaluate programs and discuss ways to sustain the program	September 16, 2002

Cost

Budget

Personnel

Part-time recycling assistant	\$13,312
Subtotal	\$13,312

Equipment

304 HuskyLite (96 gallon) blue universal recycling carts	\$10,812
4,000 HuskyLite apartment recyclers	13,860
8 Pro-tainer Mini-cyclers	5,400
Subtotal	\$30,072

Operating Costs

Signage / Labels	\$3,000
Promotional incentives	1,000
Subtotal	\$4,000

GRAND TOTAL \$47,384

Resources/Other Funding

Funds from the Department of Conservation's Annual City/County Payment Program were used as matching funds - \$26,717.99

Project Achievements

Testimonials/Photos

From Mayacamas Village Apartment Complex Manager

Mayacamas Village Apartment was an award winner for larger complexes. Mayacamas Village Apartment involved 15 children who live at the apartments. On a rotating basis, we pay two kids \$15 each per week to collect all the recyclables and make sure that all of it gets to the recycling toters. One adult tenant monitors the children and makes sure they are keeping up with the program. This program was so successful that the Mayacamas Village Apartment complex eliminated two 96-gallon garbage toters that were being picked up three times a week, thus lowering the complex's monthly garbage bill by \$371.72 per month.

Summary of Quarterly UBC Collection Audit Data

Quarter	Complexes With Existing Program	Complexes "New" To Program	Total UBC Lbs. Recycled By Existing Complexes	Total UBC Lbs. Recycled By "New" Complexes	Total Combined ("New" + Existing) UBC Collection
1	42	15	4,115 lbs./week	1,394 lbs./week	5,509 lbs./week
2	42	18	7,221 lbs./week	1,907 lbs./week	9,128 lbs. week
3	46	21	8,255 lbs./week	2,175 lbs./week	11,451 lbs./week
4	47	21	7,660 lbs./week	2,414 lbs./week	10,074 lbs./week
Total	177	75	28,262 lbs./week	7,900 lbs./week	36,162 lbs./week

Project photos (bins, equipment, signage, location, etc.).



Recycling is EASY and CONVENIENT!
Call 255-5200 for recycling service.



Recycling is EASY and CONVENIENT!
¡El Reciclaje es FÁCIL y CONVENIENTE!

Please DO NOT place any household hazardous wastes into the blue recycling bins.
Household Hazardous Waste Hotline:
1-800-984-9661
Para información en español
KBBF: 1-888-345-9891

Did you know...

One recycled aluminum can saves enough energy to operate your TV or computer for three hours.

Glass never wears out -- it can be recycled forever.

Recycled #1 (PET) can be used in producing deli and bakery trays, carpets, clothing and textiles.

Recycled #2 (HDPE) can become bottles for laundry products, recycling bins, agricultural pipe, bags, motor oil bottles, decking, and marine pilings.

Useful Resources:

Napa Recycling Info Line:
257-9292

US EPA Info Line:
1-800-CLEANUP

Beverage Container Recycling
Information Line:
1-800-RECYCLE



Printed on recycled paper.
Impreso en papel reciclado

"MIXED" RECYCLING GUIDE FOR APARTMENTS IN NAPA



GUÍA DE RECICLAJE "MEZCLADO" PARA LOS APARTAMENTOS DE NAPA

RECYCLING IS EASY!

When your blue basket is full, carry it out to the large blue rolling carts located next to the trash. Dump all of your recyclables into the large rolling carts.



Store your apartment basket under the sink or next to the refrigerator.

ALL aluminum cans, tin cans, glass (all colors), and plastic (#1 & #2) can be placed in your blue apartment basket.
(See inside for more detail.)

RECURSOS ÚTILES:

Teléfono para Información de
Reciclaje en Napa:
257-9292

Teléfono para Información sobre la
Agencia para Protección del
Medio Ambiente en EE. UU. (US EPA):
1-800-253-2687

Teléfono para Información de
Reciclaje de Envases para Bebidas:
1-800-732-9253



¡EL RECICLAJE ES FÁCIL!

Cuando su canasto azul está lleno, lívela afuera a los tambores azules grandes con ruedas localizados próximos a la basura. Ponga todo su reciclaje en los tambores azules grandes con ruedas.

Guarde su canasto en un lugar conveniente para el reciclaje.

Todo tipo de envases, sean botes de aluminio, botes de estaño o lata, vidrio (todos colores), y plástico (#1 y #2) pueden ponerse en su canasto azul de reciclaje. Vea dentro este folleto para más detalles.

Por favor NO ponga cualquier tipo de desperdicios dañinos en los canastos azules.

Teléfono para Materiales Domésticos Peligrosos:
1-800-984-9661
Para información en español
KBBF: 1-888-345-9891

¿Sabía Usted ...?

Un bote de aluminio reciclado ahorra suficiente energía para operar su televisión o computadora por tres horas.

El vidrio nunca se gasta—puede reciclarse por siempre.

El reciclaje marcado #1 (PET) puede usarse en la producción de charolas para comida y panadería, en alfombras, ropa y textiles.

El reciclaje marcado #2 (HDPE) puede convertirse en envases para productos para lavar, canastos de reciclaje, tubería agrícola, bolsas, envases para aceite de motores y otras cosas más.

Please take all recyclables listed below to your apartment's central collection area and place into large blue rolling carts for recycling pick up.
Por favor lleve todos los productos reciclables catalogados abajo afuera a su área central de colección de su apartamento y pongalos en los tambores grandes azules de reciclaje.

VIDRIO:

Envases de Bebidas y Recipientes de Comida
Todos los colores (verde, café, azul, transparente, etc.) son aceptables, y con etiquetas también.

Por favor, NO vidrio de ventanas o espejos, cerámica, focos de luz, vasos de vidrio o tubos de luz fluorescente.

BOTES DE ALUMINIO Y DE LATA
Jugo, cerveza, salsas, bebidas, atún, sopa, etc., y con etiquetas también. Se aceptan tapaderas de frascos.

BOTELLAS DE PLÁSTICO

#1 y #2
SOLAMENTE botellas y jarrones
#1 (PET) y #2 (HDPE).
Jarrones de leche, botellas de agua y botellas de refresco se aceptan.

Busque estos símbolos:

Por favor, NO bolsas de plástico, recipientes (tal como de yogur, o mantecilla), charolas para comida o carnes, botellas para aceite, botellas para detergentes, botellas de color, bandejas o macetas para plantas, pipas de irrigación, juguetes o muebles chicos, o cualquier tipo de espuma de estirofoam (styrofoam).

GLASS: Beverage & Food Containers

ALL colors (green, brown, blue, clear, etc.) are accepted. Labels are okay.

Please NO window glass, mirrors, drinking glasses, ceramics, light bulbs, fluorescent tubes.



ALUMINUM & TIN CANS

Juice, beer, sauces, soda, tuna, soup, etc. Labels are okay. Lids from jars are accepted.



PLASTIC BOTTLES NOS. 1 & 2

ONLY transparent #1 (PET) and #2 (HDPE) bottles & jugs. Milk jugs, water bottles & soda bottles are okay.

Look for these symbols:

Please NO plastic bags, tubs (such as yogurt or margarine containers), food/deli trays, oil bottles, detergent bottles, colored bottles, plant trays or pots, irrigation pipe, small furniture or toys, or any styrofoam.

MIXED PAPER

Transport all mixed paper in brown paper bags or place loose in wheeled recycling carts outside. Please DO NOT put recyclable paper in plastic bags.

- newspaper
- magazines
- box board (shoe boxes, cereal boxes, etc.)
- brown paper bags
- white and colored paper
- envelopes (windows 0.K)
- junk mail (not heavily glued)
- paper packaging
- egg cartons
- shredded paper
- carbonless paper

CARDBOARD

Clean, corrugated cardboard must be broken down no larger than 3' x 3' in size. Place in the wheeled recycling cart for collection.

Please remove plastic liners from boxes.

PLEASE NO :

- paper tissues or towels
- paper with plastic coatings (such as photographs & milk/juice cartons)
- waxed paper
- foil-lined paper
- wrapping paper
- tyvek (non-tearing) envelopes

PAPEL MIXTO

Transporte todo tipo de papel en bolsas de papel café o póngalo suelto en los tambores de reciclaje azules con ruedas, a un lado de la basura afuera. Por favor NO ponga papel reciclable en bolsas de plástico.

- periódico
- revistas
- cajas de cartón (de papas, cereal, etc.)
- bolsas de papel café
- papel blanco y de color (con ventanitas también)
- propaganda (no con demasada goma)
- papel de empaque
- cartones de huevos
- papel cortado
- papel sin carbon

CARTÓN

Cartón limpio corrugado debe cortarse en pedazos no más grandes en tamaño que 3 pies x 3 pies (casi 1 metro por 1 metro) y puesto en el tambo de reciclaje con ruedas. Por favor quite los forros de plástico de las cajas si es que lo tienen.

Por favor NO:

- pañuelos de papel (Kleenex) o toallas
- papel con plástico (tal como fotografías, y cartones de leche o jugo)
- papel con comida
- papel encerado
- papel de aluminio
- papel de envoltura
- sobres tyvek que no pueden romperse

Please note: Additional blue baskets are available upon request. Please see your apartment manager or property owner for details.
Por favor anote: Hay adicionales canastos azules disponibles a petición. Por favor vea su Administrador de Apartamentos o al dueño de la propiedad para más detalles.

DEPOSIT RECYCLABLES HERE

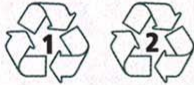
TODO LO RECICLABLE
AQUI



PLASTIC BOTTLES NOS. 1 & 2

Transparent colors
okay.
Empty milk, water,
beverage,
some household
bottles accepted.

Look for these symbols:



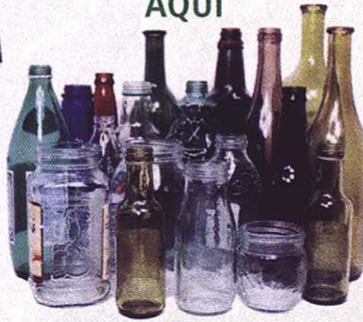
Busque estos símbolos.

Please NO plastic
bags, styrofoam, tubs
or deli/food trays.

Por favor, NO bolsas de
plástico, ningún tipo de
empaqué de espuma.

BOTELLAS DE
PLÁSTICO NOS. 1 Y 2
Colores transparentes
están bien.

Botellas de leche,
agua, bebidas y otras
botellas de vivienda
son aceptables.



GLASS - Beverage & Food Containers: All Colors

VIDRIO-Envases de Bebidas y Comida
Todos colores de envases de comida o bebidas.

Please NO window
glass, mirrors,
drinking glasses,
ceramics, light bulbs,
fluorescent tubes.

Por favor, NO vidrio de
ventanas o espejos,
cerámica, focos de luz,
vasos de vidrio o tubos
de luz fosforescentes.



ALUMINUM & TIN CANS

LATAS DE ALUMINIO Y METAL
Latas de aluminio, metal y
tapaderas de envases.

Jugo, cerveza, puré, soda,
atún, sopa etc.

Etiquetas están bien.

Tapaderas de frascos son
aceptables.

Juice, beer, sauces,
soda, tuna, soup etc.
Labels are okay.
Lids from jars are
accepted.

NO HAZARDOUS MATERIALS

including automotive fluids, garden chemicals, paint
products, cleaners, batteries. For proper disposal of
hazardous waste contact:

1-800-984-9661

NO MATERIALES REIZGOSOS: Incluyendo fluidos de
automóviles, químicas de jardín, productos de pinturas,
limpiadores y baterías. Para disponer de materiales
peligrosos propiamente, hable al: 1-800-984-9661



Funded by CA Dept of Conservation